A Research proposal on

"Entrepreneurial Intent and Corporate Exposure: A study with reference to students under Swami Ramanand Teerth Marathwada University"

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Entrepreneurial Intent and Corporate Exposure: A study with reference to students under Swami Ramanand Teerth Marathwada University

1.0 Introduction

1.1 Entrepreneurial Intent

Entrepreneurial intent refers to an individual's inclination, motivation, and willingness to become an entrepreneur. It includes the psychological and intellectual factors that influence a person's decision to pursue entrepreneurship as a career path. This concept involves various factors that that encourages or discourage people from becoming entrepreneurs including their attitudes, beliefs, perceptions of opportunities and risks, personal values, social norms, and the possibility of starting and managing a business.

1.2 Application of Entrepreneurial intent

This research seeks evidence of which variables, directly or indirectly, have influence on the entrepreneurial intention of university students. It would be valuable for university students in several ways as, career exploration, to develop critical thinking, innovations, self-confidence, resourcefulness, leadership skills, adaptability, empowerment etc.

Academically, studying entrepreneurial intent contributes to the existing body of knowledge in the field of entrepreneurship by minimising the gap between intention and actual behaviour, offering insights into the key drivers that lead individuals to board on entrepreneurial journeys. From a practical standpoint, entrepreneurial activity plays a pivotal role in driving economic growth, innovation, and job creation. By understanding the factors that influence intent, we gain the ability to inform and shape policies, educational programs, and support systems that foster a favourable environment for entrepreneurship.

Not only students but also this research has the potential to empower aspiring entrepreneurs, helps for policymakers to make strong policies, helps for institution to develop educational strategies for students, and also helps government to find out challenges and to craft targeted policies that positively impact economic development. In system and will create an ecosystem that nurtures entrepreneurship.

1.3 Corporate Exposure

Exposure for students is like opening a door to a world of possibilities. It enriches their education, personal growth, and future prospects by giving them a taste of what the real world has to offer. Corporate exposure refers to the degree to which a person, organization, or investment is exposed to the activities, risks, and dynamics of the corporate world.

For an individual, corporate exposure might involve working for or with large companies, understanding their business models, and experiencing their work culture and practices. It can also refer to personal investments in corporate stocks or bonds.

1.4 Application of Corporate Exposure

Corporate exposure serves as a vital bridge between academic theory and real-world practice within the context of entrepreneurship. In this research, corporate exposure is useful for university students by connecting theory with practice, enhancing skills, broadening career horizons for Real-World Application, Industry Insights, Networking Opportunities, Networking Opportunities, Business Literacy, and Competitive Edge. For governments, it contributes to economic development, workforce preparedness, and fostering a collaborative environment between academia and industry.

1.5 Background and Introduction of Topic

Three quarters of a century after independence, India is a nuclear power on the edge of becoming the world's largest democracy, fifth-largest economy in the world and also world's most populous nation now. India's population is equivalent to 17.76% of the total world population. According to NFHS-5 (2019-21), over half of India's population is still under age 30. According to UNFPA projections; India will continue to have one of the youngest populations in the world till 2030. But, the Indian youth is identifying unemployment as the biggest problem for the young India.

If you look at India, about 65 lakh students graduate every year, including about **1**5 lakh engineers. Even after a year of graduation, most of them had difficulty landing a job. As a result, the rest of the graduates are working part-time or underemployed. The trend of decreasing government jobs and the increasing emphasis on entrepreneurship in India can be attributed to a combination of factors driven by economic, social, and technological changes.

According to The Indus Entrepreneurs (TiE) which is the world's largest non-profit network of entrepreneurs, each entrepreneur has the potential of creating approximately 30 jobs. They promote innovation; create jobs by offering new products and services, and generating taxes for governments.

This study investigates into the exciting interplay between entrepreneurial intent and corporate exposure among SRTM university students, aiming to shed light on how these factors intertwine to shape students' aspirations and perceptions.

2.0 Review of Literature

Scholars such as **Krueger and Brazeal (1994)** have highlighted that entrepreneurial intent is a precursor to actual entrepreneurship. Students with higher entrepreneurial intent are more likely to engage in entrepreneurial activities upon graduation. However, the factors influencing entrepreneurial intent are multifaceted. This brings forth the significance of corporate exposure, as discussed by **Kolvereid (1996) and Peterman and Kennedy (2003).** They found that exposure to corporate practices, industry dynamics, and professionals can shape students' perceptions of entrepreneurship as a viable career choice.

The study by Kumar and Chandra (2017) explored the effects of industry internships on students' entrepreneurial intentions. They found that students who had exposure to corporate environments during internships demonstrated a greater inclination towards entrepreneurial pursuits. This aligns with the idea that real-world experiences contribute to a more comprehensive understanding of business processes and challenges.

A study by Shirokova et al. (2016) underscored the role of higher education institutions in cultivating entrepreneurial intent. It emphasized that universities serve as catalysts by offering exposure opportunities, entrepreneurial education, and mentorship.

Gupta, V. K., & Gupta, P. (2018). Exploring Entrepreneurial Intentions among Indian Management Students: A Gender-Based Comparison. This study compared the entrepreneurial intentions of Indian management students based on gender. While not the central focus, the study could discuss the role of corporate exposure in shaping gender-based differences in intentions.

3.0 Need of the study

After 1991, when India opened its economy more to the world Emphasis has been placed on entrepreneurship. Other efforts were made to promote entrepreneurship among individuals. But still the intent and exposure is somewhere needful among young students for immediate effects. This topic " Entrepreneurial Intent and corporate exposure; A study with reference to students under SRTM University" is a fascinating field of study that explores the relationship between entrepreneurial aspirations and exposure to the corporate world in the context of students. The business intentions and exposure to the corporate environment can influence their decisions.

This study is crucial because it explores the connection between students' inclination towards entrepreneurship and their exposure to real-world corporate environments during their university years. By investigating how these factors interact, the study can provide insights that inform educational policies, help students make informed career decisions, strengthen collaboration between academia and industry, and contribute to fostering innovation, diversity, and a thriving entrepreneurial ecosystem in society.

4.0 Objectives of the Research study

1. To Investigate Entrepreneurial Intent among students studying under SRTM university.
2. To Assess Corporate Exposure and its relation with Entrepreneurial Intent for students studying under SRTM university.
3. To study the impact of student learning and curriculum for all Entrepreneurial Intent for students studying under SRTM University.
4. To correlate corporate exposure, placement and overall development of students studying under SRTM University.
5. To understand the perception of entrepreneurship skills and abilities required to be a proprietor students studying under SRTM University.

5.0 Hypothesis of the Research study

On the basis of the objectives formed, the study proposes to test the null hypotheses which are designed as under;

Null Hypotheses

1. There is no significant difference in the level of entrepreneurial intent among students studying under SRTM University.
2. There is no significant relationship bet corporate exposure and entrepreneurial intent for students studying under SRTM University.
3. Students learning have no direct impact on entrepreneurial intent for students studying under SRTM University.
4. Corporate exposure has no direct association with placement and overall development of students studying under SRTM University.

6.0 Scope & Limitations of the Research study

Scope of the study is very massive because university covers of all Colleges include of various discipline such as, Management, Humanities, Arts, Commerce, Science, Engineering, Vocational, etc. The scope of this research study encompasses an investigation into the relationship between entrepreneurial intent and corporate exposure among students in SRTM University and its affiliated colleges. The study will explore the factors influencing student's intentions to pursue entrepreneurship, including the impact of corporate internships, workshops, and interactions with industry professionals. Both qualitative and quantitative methods will be employed to gather data, providing insights into how these factors shape entrepreneurial aspirations within the student community.

The study is restricted to the geographical constraint and colleges affiliated to SRTM University. The population of this study is will consider students primarily from postgraduate programs. And the sample size of this study will target a specific number of students based on the available resources and time constraints.

1. The study is restricted to the geographical constraint.
2. Time reference is maximum 5 years hence.

7.0 Research Methodology

The selection of an appropriate research methodology is crucial to the effectiveness of a research work. Methodology falls within the categories of positivist, interpretive and critical. By employing a mixed-methods approach, I can capture the rich and multifaceted nature of students' experiences with entrepreneurial intent and corporate exposure. The

method used for this research is descriptive research. This research is going to cover all post graduates colleges coming under entire "Swami Ramanand Teerth Marathwada Universirty", Nanaded, Maharashta state.

The study adopted a combined methodology of theory and field work Visits are made to institutes to make on the spot observation of task sample. Also series of discussions will be held with the management students to get the clear picture of the mindset. This methodology will provide a holistic view of the factors influencing their aspirations and allow me to make more informed and proper conclusions.

8.0 Research Design

In order to fulfill the objectives of the study mentioned above, I will utilize a combination of qualitative and quantitative methods to capture both the depth of individual experiences (qualitative) and broader patterns and trends (quantitative). Exploratory study will be conducted to get understandings of how a participant assesses the benefits of the schemes and various opportunities. The required information will be collected through structured questionnaire in the form of schedule and personal interviews of the participants and communication by visits.

- **Population of the study**

  The study covers all Post graduate college comes under SRTM University Nanded.

a) **Sample**:

   The educational institutions coming under the limit of SRTM University, Nanded

b) **Sample Size**

   The sample size will be nearly 500 students selected from the total nearly 1,00,000 admissions done under SRTM University. Selected students from different educational institutions within the chosen region (SRTMU) in Nanded district who have varying degrees of corporate exposure.

c) Sampling Method

- **Random sampling**

  Initially, the random sampling technique will be used for the study and afterwards purposive sampling method will be followed.

- **Stratified Purposeful Sampling**
    i. Stratification: Divide the student population into relevant subgroups based on key characteristics that might influence entrepreneurial intent (e.g., educational level, gender, socio-economic status).
    ii. Selection: From each stratum, purposefully select participants who represent the diversity within that subgroup, ensuring a balanced representation of experiences and perspectives.

- **Homogeneous Sampling**
    i. Homogeneity**:** Select participants who share specific characteristics related to corporate exposure, such as those who have completed internships or participated in industry workshops.
    ii. Focus: This method allows you to deeply explore the experiences and outcomes associated with particular types of corporate exposure.

9.0 Data Collection

Both primary and secondary data will be used for this research study.

a) **Primary Data:** Structured surveys, questionnaire the form of schedule and personal interviews, focus group discussions through field surveys, direct interviews of post graduate students and authorities with the help of different questioner and research tools.

b) **Secondary Data:** Secondary Data will be collected from the following published documents;
    1. Academic Journals and Research Papers:
    2. District DIC office services, Government Reports, schemes and Databases
    3. Industry Reports and Surveys
    4. Educational Institutions' Data:
    5. Census Data and Demographic Profiles
    6. Academic and Policy Think Tanks
    7. Newspapers Magazines and Journals, Periodicals
    8. Websites, Blogs, Online Databases and Repositories
    9. Case Studies and Success Stories

10.0 Research Tools

Suitable and effective statistical tools covering the study will be used.

- ✓ Both Offline and online Questionnaire will be framed
- ✓ Structured surveys and personal interview schedules will be framed
- ✓ Online Survey Platforms (e.g., Google Forms, Survey Monkey) to distribute surveys to a large number of students conveniently and efficiently.
- ✓ Focus group discussions, seminars, audio visual recordings
- ✓ Qualitative and quantitative analysis
- ✓ Appropriate statistical tests will be conducted to test the validity of the data collected and analysis the data collected Educational institutions.

11.0 Pilot Study

A pilot study will be conducted to test the questionnaire and interview schedule and to sharpen the statistical tools which would be used in the study.

12.0 Proposed Chapter Scheme

The present study will be divided into the following chapters.

Chapter I **:** Introduction about Entrepreneurial Intent and corporate exposure

Chapter II **:** Research Methodology

Chapter III **:** Review of Literature

Chapter IV **:** Data Analysis and Interpretation

Chapter V **:** Conclusions, Findings & Suggestions, Bibliography & Appendices

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